



Quick Notes

from the Idaho Office of Highway Safety

December 19, 2011

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2011 Fatalities on Idaho Roads = 158

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

In the United States the annual societal cost of traffic crashes is \$300 billion, more than three times the \$98 billion cost of congestion, according to a report released by the auto club AAA. This report highlights the far-reaching economic impacts traffic crashes have on the nation and encourages that highway safety is made a top priority.

"The burdens associated with congestion are top of mind for many Americans as they travel to and from work each day," AAA President and CEO Robert Darbelnet said in a statement. "However, at \$300 billion annually, crashes cost our society more than three times the amount of congestion." According to the study conducted for AAA by Cambridge Systematics, the overall cost of crashes equates to \$1,522 per person annually.

I find this report extremely interesting. In a similar manner, the cost of crashes in Idaho for 2010 was just over \$2.4 billion. This equates to a cost of \$1,577 for each Idahoan. Each life lost is devastating. Eliminating crashes not only spares the devastation felt by families, but it also makes economic sense in order to lower the "crash tax" burden.

For 2011 there is some good news on the horizon. A little over one year ago, at the end of November 2010, there were 204 fatalities. At the end of November for this year the unofficial fatality count stood at 155. It must be kept in mind the end of 2011 is not here yet and that our final crash statistics will not be available until after the first of the year, but it appears Idaho could have less than 200 annual highway fatalities for 2011. Our crash records go back to 1956 and there has not been a year with an annual fatality count of less than 200 since this record keeping began.

So what has changed? It is a given the highway safety business has so many variables of influence that it is *almost impossible at this point to predict* what one action or group of actions accounts for the fatality reduction; however, when unrestrained (seatbelt), impaired, and speeding behaviors are examined it is revealed the fatality count in each of these behavior areas has decreased. It could be those who drive on Idaho's roadways are making better driving choices about buckling up, not driving impaired and paying attention to speed limits. Without a doubt the level of impaired driving plays a major role in all of this. Certainly the work done by all our highway safety partners in the 4E's of engineering, education, enforcement and emergency services also makes a significant difference.

The best news of all is that more families are together this holiday season. On behalf of the entire Office of Highway Safety we wish all of you and your families a safe and merry Christmas. Thanks for your contributions as we continue the journey together *Toward Zero Deaths*.

Brent Jennings, PE
Highway Safety Manager
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ONE TEAM – No matter where you travel during Christmas and New Years holiday, drive sober or designate a sober driver is the message that was presented during media events kicking off the Impaired Traffic Enforcement Mobilization which began December 17th. A similar larger statewide “One Team” even will take place before the July 4th Impaired Mobilization



Agencies from District 2 including Washington State Police gathered on the Lewiston Hill after receiving free car washes from a local vendor.



The Treasure Valley DUI task force gathered to let local media try on the beer goggles and run the road course at ISP.

NTSB recommends Full Ban on Use of Cell Phones While Driving

A federal safety board called for a nationwide ban on the use of cell phones and text messaging devices while driving. [Find out why.](#) [Central Florida Youth Endorse Recommendations Made by Federal Agency.](#)

Registration Now Open for the 30th Lifesavers Conference!



Visit the Lifesavers web site: www.lifesaversconference.org

Registration is now open for the Lifesavers 2012 Conference, June 14-16, 2012 in Orlando, Florida. **Interested in Saving Money?** Take advantage of the **Special Early Bird Rate of \$300** until January 31, 2012! Register today and save nearly 15% off the regular price.

Why Attend? "I enjoyed the conference very much and felt it was worth my time and the money spent." 2011 Lifesavers Conference Attendee

Lifesavers offers over 90 workshops to choose from during the breakout sessions, and over 125 exhibits showcasing latest technology and innovations in highway safety. This is your chance to network with traffic safety leaders from all over the United States.

OHS will be sponsoring a few highway safety partners/advocates to attend the Lifesavers Conference. If you would like to nominate an individual for a scholarship, please feel free to contact Cecilia Awusie @ 334-8112 or Cecilia.Awusie@itd.idaho.gov.

16th Annual Idaho STAR Instructor Appreciation Banquet

On December 3rd, the Idaho **STAR** Program hosted their 16th Annual Instructor Appreciation banquet at the Oxford Inn and Suites in Boise, Idaho. The event kicked off with social hour at 6:00pm, which provided a great opportunity for participants to network with one another.

The banquet kicked off at 7:00pm with a warm welcome by Idaho STAR Director, Stacey Axmaker. After dinner was served, Ax introduced the main speaker, Brittany Morrows. Brittany is known to many in the motorcycling community as the "Road Rash Queen." She shared her personal and powerful testimony, and about the importance of wearing protective gear when riding. One thing she highlighted was the importance of how every single one of us has an important safety message to share. (Several years ago, Brittany was involved in a motorcycle crash which nearly took her life).

Special dedication was also given to those Idaho riders who lost their lives in fatal motorcycle crash in 2011. A moment of silence was given to those individuals and their families.

The main highlight of the banquet was recognition of the STAR instructors who give so much of their time and talent to the riders of Idaho. Here is a snapshot:

Shining STAR Award – Jared Turner
Rookie of the Year Award – Larry Rogers
15 Years of Service – Tom Berry
Distinguished Service Award – Carey Acker

(Carey has worked as the Office Manager for the Idaho STAR Program for the last 8 years, and has just accepted a position at Boise State University)

10 Years of Service (Award Recipients received red jackets)

- Warren Grant
- Steve Nichols
- Scott Williams

5 Years of Service (Award Recipients received helmet bags)

- Kirk Clarich
- Charlie Greear
- Kathy Guettler
- Sharky Jacaway
- Randy Kalisek
- Jay Leonard
- Matthew Mayer
- Randall Phelps
- April Ramirez
- Larry Schroeder
- Kerry Scott
- Phil Varrick

This year's banquet there was an excellent turnout, with about 100 people in attendance. The Office of Highway Safety considers it an honor to be a part of the awards banquet, and value the relationship with Idaho STAR Program and what a valuable resource they are to the riders of Idaho.

Aggressive Driving Program – Funding Available FY '12

The statewide high visibility mobilization campaign for Fiscal Year '12 is off to an excellent start! The first Aggressive Driving campaign of the year will be in April. If you have not submitted a funding request for the April or August campaign, please be sure to do so no later than January 30, 2012. The first campaign may seem a little distant in the future, in January OHS will be allocating funding for future aggressive driving related projects.

Funding will be available for agencies who would like to request overtime dollars for their agency, outside the scheduled timeframe of the traffic enforcement campaigns. If you have a special event/project coming up in your region that you would like additional funding for, please contact Cecilia Awusie @ Cecilia.Awusie@itd.idaho.gov or (208) 334-8112.

Impaired Youthful Drivers

NHTSA recently released a research study on blood alcohol concentration of drivers in fatal crashes for a group of 16 to 20 year olds and a comparison group of 21 to 34 year olds between 2000 and 2009. One interesting fact reported was the safety restraint usage, "with BACs of .00, drivers 16 to 20 were 67 percent restrained, yet their restraint use dropped 49 percentage points to 28 percent when the BAC level was .15 or higher. Similarly, drivers 21 to 34 with zero BACs were 71 percent restrained, yet their restraint use dropped 39 percentage points to 32 percent when the BAC level was .15 or higher." Read more at <http://www-nrd.nhtsa.dot.gov/Pubs/811525.pdf>



Our Mission. Your Mobility.

Idaho Transportation Department *in the news*

Dec. 15, 2011

Contact:

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(208) 334-4467

FOR IMMEDIATE RELEASE

Make the safe holiday choice and don't drive impaired

BOISE – It's that time of year when festive parties and holiday celebrations seem everywhere, so the Idaho Transportation Department (ITD) reminds motorists to make this holiday season safer for everyone by choosing not to drive while impaired.

Using federal grant funds, ITD is partnering with Idaho law enforcement agencies to make highways safer by funding education campaigns and high-visibility impaired driving enforcement patrols from Dec. 17 through New Year's Day.

The effort is part of Idaho's Toward Zero Deaths' goal to someday have no traffic deaths on Idaho's roads.

"Traffic deaths are not just numbers, they are family and friends lost," said Kevin Bechen, with ITD's Office of Highway Safety. "We want everyone to make it home safely after holiday celebrations. We're committed to doing everything we can to help keep families safe and whole."

While all law enforcement agencies throughout the state will be enforcing drunk-driving laws, 65 agencies including state police, sheriff's deputies and local agencies will participate in the overtime patrols. Officers will also be watching for seat belt violations.

Last year, impaired driving contributed to 1,593 crashes on Idaho's highways and caused 96 fatalities.

"Whether you've had one or two drinks, or way too many, it's not worth the risk to you or your family," he said. "Not only do you risk injuring or killing yourself or someone else, but the financial costs of an arrest or crash are significant."

Bechen offered tips to make the holiday party season safer.

* Whenever you plan on consuming alcohol, designate a sober driver before you leave and give that person your keys.

* If you are impaired, call a taxi or sober friend or family member to get you home safely. Many taxi services offer free or discounted rides to partygoers during the holiday season.

* Promptly report drunk drivers to law enforcement. To contact the Idaho State Police, call *ISP.

* Wear your safety belt while in your car or use a helmet and protective gear when on a motorcycle. These are the best defenses against an impaired driver.

* If you know someone who is about to drive while impaired, take his or her keys and help make other safe travel arrangements.

2012 Idaho Law Enforcement, Firefighting and EMS Medal of Honor

The deadline to submit nominations is January 31, 2012 to honor those who serve our communities. Call for nominations from the Attorney General:

<http://healthandwelfare.idaho.gov/Portals/0/Medical/EMS/Call%20for%20nominations.pdf>

Nomination Form:

<http://healthandwelfare.idaho.gov/Portals/0/Medical/EMS/Nomination%20Form.pdf>

Bicycle/Pedestrian – Funding Available for FY '12

The weather may be cold now but warmer spring weather will be here before you know it. When that happens, our urban communities will see more bicyclists, pedestrians, and vehicles sharing the road. Now is the time to plan a bike/pedestrian mobilization.

Funding is available for agencies serving urban areas who would like to request overtime dollars for their agency separate from the scheduled traffic enforcement campaigns. If you have a special event/project coming up in your region that you would like additional funding for, please contact Donna Vasquez at donna.vasquez@idaho.itd.gov (208) 334-8102.

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description
Dec 30, 2011	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
Dec 30, 2011	Alive at 25 , Middleton Fires Station, www.idsafedriver.org
Jan 4, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Jan 9, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Jan 13, 2012	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
Jan 14, 2012	Alive at 25 , Rexburg City Hall, www.idsafedriver.org
Jan 14, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Jan 23, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Jan 28, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Feb 4, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Feb 6, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Feb 7 – 20, 2012	Seat Belts , Statewide Traffic Enforcement Mobilization
Feb 11, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Feb 20, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Mar 10 – 18, 2012	Impaired Driving , Statewide Traffic Enforcement Mobilization
Apr 19-30, 2012	Aggressive Driving , Statewide Traffic Enforcement Mobilization
May 7-8, 2012	2012 Highway Safety Summit, Boise Centre on the Grove
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles		http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers